

Web Relations Manager

Job Specification

Greenlight Marketing
Level 14, Broadgate Tower,
London
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<http://www.greenlightsearch.com>

Details

Job Type: Permanent, Full Time (37.5 hrs/week)

Starting Salary: TBC

Location: Central London

Job Specification

The Web Relations Manager reports to a Senior Search Manager within a client team, working alongside SEO Consultants and Account Managers to deliver high performance link building services to Greenlight clients. This position offers the right candidate a fantastic opportunity to advance their career in SEO, with the chance to progress towards a Senior Web Relations Manager. You will project manage link building for around 4 – 5 major UK brands as well as additional Greenlight clients, proactively adapting strategy in this fast paced industry and identifying new innovative link building methods.

The main duties of the role are:

- Responsibility for achieving the best possible results for our clients By identifying, approaching and negotiating with relevant sites to build web relationships with partners for each client, including local and national media outlets.
- Using various data sources to conduct competitor analysis, identifying successful competitor's profiles, analysing strengths and creating new strategies from the data obtained.
- Identifying and proposing new creative link building methods that can be used across the department and assisting with the implementation of these methods.
- Assist in the production of link building strategy, planning and forecasting for clients and pitch work, occasionally attending client meetings and assisting with client calls when required.
- Have a detailed understanding of link building methodology and the ability to understand client's link profiles order to correct or improve them to maximise results.
- Creating detailed and accurate weekly or ad-hoc reporting via our in house and external technology.
- Liase with Creative SEO's to coordinate the creation and syndication of written, graphical and functional content and link bait to partner sites.

- Project manage your clients link building activities overseeing the submission and syndication of client's sites and content to web directories, article directories, newswires and other listing sites.
- Maintain social media and forum accounts with individual personas and a history of genuine activity for use in viral link building campaigns.

Essential Skills & Experience

- Link building experience in a search agency or in-house for a company in one or more competitive industries.
- The ability to project manage from the creation to the implementations of a link building plan.
- A good understanding of social media, SEO and how search engines work.
- Creative, lateral thinking and the ability to spot and negotiate deals, build relationships and design new creative link bait concepts.
- Personable, charismatic and convincing on the phone.
- Fantastic attention to detail and demonstrable organisational and timekeeping skills.
- Comfortable with Microsoft Word and Excel.

Desirable Skills & Experience

- A successful telesales and/or a sales background would be beneficial.
- One or more topical interests relevant to the Greenlight client base. Of particular use are an understanding and interest in finance, fashion or travel.
- Second language, ideally Western European.
- Competence with graphics packages such as Photoshop or Illustrator.